

CORPORATE PROFILE

Stella Interactive, Inc.

October 4, 1995

Founded in the summer of 1994, Stella Interactive, Inc. produces, publishes and distributes entertaining CD-ROM reference products geared for the computer-using sports fan. Stella will kick off the 1995 college football season with its *College Sports Series* on CD-ROM, a line of six reference titles highlighting the history, great moments and traditions of some of the top college football programs in America.

Stella Interactive has signed a strategic partnership with Capital Cities/ABC to produce the *College Sports Series* in conjunction with ABC Sports and their legendary commentator, Keith Jackson. The privately-funded sports multimedia firm is also working closely with the Collegiate Licensing Company, an Atlanta, Georgia-based licensing agent that represents over 140 colleges and universities.

Stella's current *College Sports Series* line consists of Notre Dame, Michigan, Southern California, Florida State, Ohio State and Penn State, with other college football and basketball teams expected to join the ranks in 1996. The *College Sports Series* CD-ROM discs, available for both Windows and Macintosh computers, will list for \$59.95 each.

Stella Interactive's mission is to become a leading publisher of digital sports information. The company is convinced that interactive media will be *the* way people access information well into the next millennium, and Stella will take advantage of the new technology available, whether it's via CD-ROM, an on-line service or video-on-demand. Stella Interactive launched its quest for sports multimedia supremacy with college sports because the demographics so perfectly match the typical "new media" consumer. The company intends to capture this market segment and build its install base by supplying compelling and entertaining information.

Stella Interactive is based in Carlsbad, California, one of the most prolific areas in the world for the development of multimedia software. A company full of hard-working, fun-loving people who are confessed sports-aholics, Stella has 10 full-time employees plus nearly 50 production specialists for content acquisition and product design and development. It also maintains an eastern regional office in Ft. Myers Beach, Florida.

The company recently acquired venture funding from Baccharis Capital, Inc., of Menlo Park, California. These investors share the vision of Stella President and Chief Executive Officer Richard Beedon, who believes strongly in the potential of multimedia technology. Their confidence in the future of this booming industry and in the products Stella Interactive is developing, is the driving force behind this CD-ROM rising star whose goal is to make its mark as *The Sports Multimedia Company*.